WINTER 2001

State of California Governor Gray Davis

Business, Transportation and Housing Secretary Maria Contreras-Sweet

Californians Met the Energy Challenge This Summer; Winter Will Test State's Commitment

ongratulations and thanks to every Californian who contributed to the state's success in meeting the energy challenge this summer! Your commitment to conservation played a major role in preventing rolling blackouts.

This year, the Office of

Traffic Safety and other state offices significantly cut electricity use from January through the end of the summer in contrast to the same period in 2000. For example, in monitoring 37 of the state's largest office buildings covering nearly 12 million square feet, the Department of General Services

has recorded an average 22.4 percent drop in electricity use. Despite hikes in utility rates, the state was still able to save more than \$800,000 in cities such as Sacramento, Los Angeles, San Francisco, Oakland, San Diego, Van Nuys, and Riverside.

While the state has made extraordinary progress in

bringing new power generation on line, the threat of shortages remains real. Conservation, both now and for the long term, will continue to be an important part of the strategy to keep the lights on.

The colder months present challenges just as tough as the summer months. There are increased demands for power across the state for lighting, heating and other priorities. We cannot let our guard down now, just because the seasons have changed.

Listed here are some practical cool weather tips from the Flex Your Power Web site that will help all of us continue to save power, save money and keep electricity flowing to all California communities.

Set your thermostat to 68 degrees when you're home and 55 degrees at night, or off when you're away.

Use Your Appliances Wisely

- Turn off appliances, lights and equipment when not in use.
 - To help prevent electricity outages, do not run large appliances between 5 a.m. 9 a.m.
 - Do your laundry efficiently by using the warm or cold water setting for washing your clothes and always use cold water to rinse clothes.
 - Conserve energy by running your dishwasher only when it is fully loaded, and turn off the dry cycle to allow dishes to air dry instead.

Inexpensive Energy Solutions

- Choose Energy Star ® products. Purchase compact fluorescent light bulbs. They use a quarter of the energy and last five to ten times longer than conventional light bulbs.
- Reduce your hot water temperature. Set your water heater to the "normal" setting or 120 degrees unless the owner's manual for your dishwasher requires a higher setting.
- Replace furnace filters once a month. Dirty filters restrict airflow and increase energy use. Keep your furnace clean, lubricated and properly adjusted.
- Install low-flow showerheads. You'll be surprised how much this simple device can cut your hot water costs. Wrap your hot water tank with jacket insulation. If your water heater is gas, be sure to léave the air intake vent

Eliminate Wasted Energy

- Turn off lights in unoccupied rooms.
- Unplug electronic devices and chargers when they're not in use.
- Close the damper on your fireplace when you're not using it. Unplug that spare refrigerator in the garage if you don't really need it.

Check out www.flexyourpower.ca.gov for more information and ways to save money!

GOVERNOR DAVIS SIGNS "UNATTENDED CHILDREN IN VEHICLES" BILL INTO LAW

Every year in the United States, hundreds of children are injured or die when left unattended in and around vehicles. Recent television news stories and newspaper headlines in California have focused attention on this growing crisis, which has claimed the lives of at least 72 children this year alone. To help address this situation, Governor Davis recently signed SB255 (Senator Jackie Speier, D-San Francisco), which allows police the authority to ticket and fine anyone who leaves their children unattended in a car.

The risks of leaving children inside a car are serious. The temperature inside a sealed vehicle can rise much higher

than the temperature outside. Studies have shown that on a 93° day, the temperature inside a car can rise to 125° in a matter of minutes. Even limited exposure of children to this high temperature could result in deadly seizures and permanent brain damage.

(continued inside on page 5)

Table of Contents

Director's Message2
Issues and Trends 2
Traffic Safety Related
Mural in Long Beach 3
Traffic Safety at the Fair 3
CAL NETS Update3
California Public Hospitals
Benefit from Safety Grant 4
Cover Story Continued 5
LA County DUI Expo 5
OTS & CHP Efforts6
Booster Seat Law6
Art as Education 6
Grantees on the Move 7
OTS Calender Back

director's ge

n the aftermath of the National tragedy of September 11 we saw the seeds of brotherhood, citizenship, pride and cooperation not only take root, but grow and spread in ever more powerful ways.



OTS Interim Director Teresa Becher

We saw the generosity and grace of Americans facing unspeakable devastation in New York, Washington D.C. and Pittsburgh and felt humbled by their spirit--the spirit that is America. We choked back tears, disbelief and numbing horror and instead looked for ways to lend a hand. By the thousands we lined up to donate blood, food and clothing, time, and expertise. We continue to stand together, in unity and partnership, to help our Nation heal and grow stronger.

In California's traffic safety community, we know well the value of partnership, of working together in a common cause for the benefit of all. Law enforcement, fire departments, emergency medical services, health care professionals and providers, retailers and restaurants, traffic safety advocates, educators, and community-based organizations have all worked

together in partnership to enhance and build programs with the common goal of reaching more people with life-saving traffic safety information. And it works.

Currently law enforcement agencies in the nine counties comprising the San Francisco Bay Area are working together on an AVOID program to prevent drunk driving, specifically during the holidays. The Bay Area AVOID program enables law enforcement agencies to coordinate DUI prevention efforts including saturation patrols, checkpoints, and public information. In another DUI prevention program, AVOID the 50, over 50 law enforcement agencies within Los Angeles County have combined forces in a similar effort.

Good partnerships combine the resources, influence and expertise of grantees and their partners to make traffic safety programs stronger and more effective. There is a partnership opportunity for every OTS grantee. For example, the City of Hemet partnered with Wal Mart to produce a Safety Fair. The CHP developed a partnership with some McDonald's outlets to produce traffic safety messages on tray liners. The possibilities are limitless.

We urge grantees to actively seek partnerships to broaden their program's reach and effectiveness. As our Nation has so nobly shown, working together we can accomplish great things. As a community, traffic safety professionals and advocates must strive to do no less.

trends

☐ Fully 27 percent of passenger cars and 32 percent of light trucks (including sport utility vehicles, vans and pickup trucks) on U.S. roadways are driven with one or more substantially underinflated tires, according to a major survey conducted by the National Highway Traffic Safety Administration (NHTSA). The survey, the first of its kind conducted by the government in two decades, also indicates that older vehicles are notably more likely to be operated with substantially underinflated tires than are newer vehicles. Operating a vehicle with substantially underinflated tires can result in premature tire failure, such as instances of tread separation and blowouts, with the potential for a loss of control of the vehicle. Underinflated tires also shorten tire life and increase fuel consumption. A radial tire can lose much of its air pressure and still appear to be fully inflated. To help vehicle owners better monitor the air pressure in their tires, NHTSA has proposed a new federal motor vehicle safety standard that would require the installation of tire pressure monitoring systems in new passenger cars and light trucks. The new systems would warn the driver when a vehicle has a significantly underinflated tire. In the meantime, motorists are urged to check their tire pressure and inflate them properly at least once a month and before a long trip. For further information, please visit the NHTSA Web site at www.nhtsa.dot.gov.

The Insurance Institute for Highway Safety (IIHS) in its annual review of state traffic laws in September 2001, gave California the highest possible rating in all categories including DUI, young driver licensing, safety belt use, child restraint use, motorcycle helmet use, and red light cameras. The IIHS rating system designates state traffic laws as good, acceptable, marginal or poor. California was the only state to receive "good" ratings in all assessed categories. For further information, visit the IIHS Web site at www.highwaysafety.org.

PAINTING A TRAFFIC SAFETY PICTURE

owntown Long Beach motorists, pedestrians and bicyclists now have a block-long reminder of the importance of traffic safety. On August 23, state and local officials gathered at the Museum of Latin American Art to officially dedicate a 30-foot long mural conceived by the Seventh Street Community Police Center, an OTS-funded community-based organization. The event also celebrated the creative outlet created by a partnership between state and local community-based organizations.

The mural, painted by muralist Art Mortimer and Long Beach youth, is supported by a grant administered by the California Office of Traffic Safety, through the Business, Transportation and Housing Agency. Larry Magid, former Deputy Secretary for Federal Liaison & Goods Movement with the Business, Transportation and Housing Agency presented Long Beach Mayor Beverly O'Neill with a check for \$756,000 for 43 community-based traffic safety projects in the Long Beach area, including the mural.

The bright colors and realistic scenes captured on the 10-foot high mural depict several traffic related scenes,

including a parent buckling a child into a child safety seat, a young bicyclist wearing a helmet, and children crossing a busy street in a crosswalk with the assistance of a crossing guard.



Traffic safety-related scenes are depicted in a new mural at 7th and Los Alamitos in Long Beach. The 10-foot high mural was made possible by an OTS grant to the Seventh Street Community Police Center.

A FAIR DAY IS A GOOD DAY FOR TRAFFIC SAFETY

or the last five years the California Office of Traffic Safety has partnered with the California Highway Patrol to host Law Enforcement/Traffic Safety Day at the California State Fair. As one of the Fair's Special Events Days, the partnership features law enforcement agencies from around the state showing off the most recent innovations in equipment and technology.

This year's event, on August 30, featured canine demonstrations, SWAT team rescues, the "Every 15 Minutes" program, and a special venue at the race

track, as well as additional traffic safety and law enforcement exhibits and displays. And if you were not able to catch any of these activities in person, the voice of the fair relayed traffic safety messages over the loudspeaker throughout the day.

CAL NETS UPDATE

ALIFORNIA

The California Network of Employers for Traffic Safety (CAL NETS) hosted the Traffic Victims Remembrance Day on September

10 at the San Diego Concourse in San Diego. The event, which supported the theme of Drive Safely Work Week 2001, honored the n

ported the Network Of Employers
Porting For Traffic Safety

ork Week

2001, honored the memory of those who had lost their lives in traffic collisions.

Dick Murphy, the Mayor of San Diego, presented a proclamation on site and community members, law enforcement, employers and

individuals joined to declare their unity in working towards safer roads and better drivers.

CAL NETS is a unique traffic safety program whose mission is to work with employers to save lives and money.

STATE OF CALIFORNIA Gray Davis, *Governor*

BUSINESS, TRANSPORTATION AND HOUSING AGENCY Maria Contreras-Sweet, Secretary

OFFICE OF TRAFFIC SAFETY Teresa Becher, *Interim Director* Chris Murphy, *Deputy Director* Mike Marando, *Editor* Janet Lane, *Associate Editor*

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http://www.ots.ca.gov

OTS Tracks
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Winter 2001



COMMUNITY-BASED ORGANIZATIONS, CALIFORNIA PUBLIC HOSPITALS BENEFIT FROM TRAFFIC SAFETY GRANTS

raffic safety grant awards of \$4.4 million and \$1.5 million were made during separate events to the City and County of Los Angeles, and to California public hospitals, respectively.

On September 7, Governor Gray Davis announced the award of \$4.4 million in grants that will be shared by more than 170 community-based organizations. The grants

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Public Safety

OTS Deputy Director Chris Murphy (left) presents a plaque to Kes Sullivan and her son, Luke Trester, who survived a traffic collision thanks to a properly installed car seat.

support a variety of traffic safety programs, including driving under the influence and bicycle, pedestrian, and child passenger safety education for residents of low-income, culturally diverse communities throughout Los Angeles County.

At a news briefing at Chicago Plaza in Los Angeles, Business, Transportation and Housing Agency Secretary Maria Contreras-Sweet presented a \$4.4 million check to Alex Padilla, President of the Los Angeles City Council, and to Robert Ryans, Director of Community and Senior Services for the County of Los Angeles.

In addition, the programs will also include a concentrated effort to educate the public about California's new booster seat law, which takes full effect in January 2002. The law, signed by Governor Davis, requires children up to six years of age or 60 pounds to be properly restrained in booster seats.

During an October 1 Office

of Traffic Safety (OTS) news conference at Martin Luther King Jr./Drew Medical Center in Los Angeles, OTS Deputy Director Chris Murphy presented a \$1.5 million traffic safety grant check to California public hospitals that will go toward providing education to parents and care givers, distribution of car

seats, and child safety seat inspection. The grant will also go toward the training of



Leticia Alvarez (left) and a friend demonstrate the proper way to fit and wear a bicycle helmet



Maria Contreras-Sweet (front row, center), is flanked by local Los Angeles dignitaries during an event where \$4.4 million in traffic safety grants were awarded to the City and County of Los Angeles.

physicians and nurses on how to teach patients about proper car seat use.

During the news briefing,
Murphy acknowledged
Hancock Park toddler Luke
Trester, who survived a
collision because his mother,
Kes Sullivan, had properly
fitted him in a car seat.
Murphy noted that Trester is
one of the many success
stories of people whose lives
are being saved every day due
to increased seat belt and car
seat awareness.

The following seven statewide public hospitals and health systems will share grant funds: Contra Costa Regional Medical Center (Martinez); Monterey County Health Department/Natividad Medical Center (Salinas); San Joaquin General Hospital (French Camp); UCSD Medical Center (San Diego); Harbor UCLA Medical Center (Torrance); LAC+USC Medical Center (Los Angeles); Martin Luther King Jr./Drew Medical Center (Los Angeles).

The California Health Care Safety Net Institute will provide program oversight and coordination, promoting collaboration among participating public hospitals and health systems and overseeing program evaluation.

Funding for Los Angeles County's component will be under the Los Angeles County Public Health Department.



Stephanie Tombrello (left) of SafetyBeltSafe USA properly installs a youngster in a car seat during a safety demonstration

LOS ANGELES COUNTY DUI EXPO

he Police Officers
Association of Los
Angeles County
(POALAC) hosted the 2001
DUI Exposition at the Rose
Bowl in Pasadena on October
10. The event gave local
television and radio
personalities an opportunity to
drive through a special course
before and after consuming
alcohol to underscore the
affects of alcohol impairment
behind the wheel.

Traffic cones were set up to test driver's agility and to illustrate the common traffic problems that need to be negotiated while driving. Guests, including newspaper, radio and television reporters, participated by driving under the influence of alcohol or with "DUI goggles"

(simulating the effects of alcohol impairment) to demonstrate the dangers of driving at or above the .08% blood alcohol level legal limit. In turn, these reporters shared their experience with their readers and viewers to alert them to the issues of impaired driving.

The event also included a Traffic Safety Fair, offering agencies and related non-profit organizations an opportunity to exhibit their equipment and programs.

POALAC then helped unveil the **Avoid the 50** DUI Task Force poster at a noon media conference. **Avoid the 50** is a partnership program launched last October linking all 50 law enforcement agencies in Los Angeles

County. It combines enforcement and public education outreach to reduce the severity of under-the-influence-related collisions, increase DUI arrests, and reeducate the public about the dangers and consequences of DUI. The message of this year's program was the importance of peace officer involvement in the prevention of DUI.

"Unfortunately, the difficulty that all of our participants experienced today in navigating their way through our controlled environment mirrors the dangers that exist for alcohol impaired drivers on our roads every day,"

Paul Cooper of the Claremont

said Lieutenant

Police Department.

To drive home the message to those drivers most at-risk to the consequences of DUI (16-24 year-olds), high school and college reporters were invited to the Rose Bowl to observe the event, develop stories for their school papers, try on the DUI goggles, and win prizes.

Overall, the event drew between 300-500 participants and onlookers and helped generate traffic safety-related news coverage in local

newspapers and on

local radio and television stations.

GOVERNOR DAVIS...

(continued from front cover)

The signed legislation takes effect on January 1, 2002, and is supported by child advocacy and traffic safety groups.

"Leaving children unattended in and around cars has hit an epidemic proportion that effects all socioeconomic levels and geographies," said Secretary Maria Contreras-Sweet, of the California Business. Transportation and Housing Agency. "With the signing of this legislation, Governor Davis provides protection to our state's children and gives parents and caregivers a warning about the dangers of this common, yet often tragic practice."

While heat stroke is a primary concern in the summer months, in the fall and winter months unattended children can get into serious trouble around vehicles in numerous other ways, including getting trapped in

the trunk, putting the car in motion, power window strangulations, being inadvertently kidnapped by car thieves and being run over by adults who can not see them as they back up their car.

The issue reached a critical mass earlier this year, as governments and advocacy groups stepped up to provide answers and solutions as incidents mounted around the nation.

In addition to the new California legislation, KIDS 'N CARS, a nonprofit organization that is dedicated to promoting an end to the practice of leaving children unattended in or around motor vehicles, formed an expert panel to analyze the issue and develop recommendations to reduce the occurrence of this dangerous practice. The recommendations included, among other things, a need to improve data collection by adding narrative descriptions

to police, fire and medical records to help quantify deaths and injuries that come from children left unattended in and around vehicles. They also recommended development of a broad-based statewide information campaign to educate Californians about the dangers associated with this practice, and a recommendation to appropriate federal agencies and automakers to improve children's safety through automobile design.

"We as a nation of drivers need to take responsibility to keep our children safe when they are around cars, and never leave them alone in vehicles, not even for a minute," said Janette E. Fennell, co-founder and executive director of KIDS 'N CARS. "California's new law represents a huge step towards the goal of eliminating these predictable and preventable tragedies."

KIDS 'N CARS also has a number of reminders to help parents and caregivers keep children safe:

- Children should never be left alone in a vehicle, not even for a minute!
- Keep vehicles locked at all times, even in the garage and driveway.
- Car keys should never be left within reach or sight of children.
- Teach children never to play in or around a vehicle.
- Check to ensure that all child passengers have left the vehicle after it is parked.
- Do not overlook sleeping infants.

For more information about this issue, please visit the OTS Web site at www.ots.ca.gov, where you will find a link to the KIDS 'N CARS home page.

OTS, CHP SPORTS MARKETING EFFORTS HIT A HOME RUN

he Office of Traffic Safety (OTS) and the California Highway Patrol (CHP) teamed up with California's premiere sports franchises to educate fans about the importance of traffic safety. Over the last year, these partnerships included programs with 17 professional sports teams, two universities, and two minor league teams. Some of the teams have included the Sacramento River Cats, Anaheim Angels, San Diego Padres, and San Diego State University Aztecs. The sports marketing campaign focuses on buckling up, but a number

of venues this season placed a special emphasis on safety helmets for children.

Never was the message clearer than at Edison Field in Anaheim, home of the California Angels. After a home run partnership in 2000, OTS, CHP, and the Angels teamed up for a grand slam in 2001 with Traffic Safety Night on August 9. Over 200 kids visited the OTS and CHP display tables at the stadium to register to win a bicycle helmet provided through an OTS pedestrian safety grant to the Anaheim Fire Department. In addition, all fans at the

game were given a souvenir poster featuring action photos of Angels infielder Troy Glaus reminding fans to "Always Buckle Up." The partnership also included the display of a public service announcement at all remaining Angels home games.

The year concluded with **Traffic Safety Days** with the San Francisco 49ers on Sunday, September 23, the San Diego State University Aztecs on Saturday, September 29, and the California State University Sacramento Hornets on Saturday, October 27.

BOOSTER SEATS THE LAW IN CALIFORNIA

Beginning January 1, 2002, children must be secured in an appropriate child passenger restraint (safety seat or booster seat) until they are at least 6 years old or weigh at least 60 pounds.

Car booster seats must be used in conjunction with the vehicle's lap and shoulder belt. The booster seat raises the child so that the vehicle lap and shoulder belt can be positioned properly, and the child's knees can bend naturally.

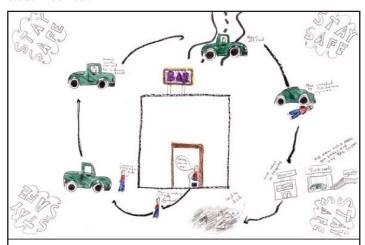
The parent gets the ticket if the child is not correctly buckled up. The driver gets the ticket if the parent is not in the car. Drivers will be ticketed up to \$270 per child; the fine for a second offense is \$425 and one point is added to the operator's driving record.

ART AS EDUCATION HELPS DELIVER AN IMPORTANT MESSAGE TO STUDENTS

ifth grade students at Willow Elementary School in San Ysidro captured the idea of art as education when developing entries for an art contest last spring.

Initiated by Border Station Parking, an area business, along with CAL NETS and the San Diego Police Department (Southern Division), the contest encouraged students to create art with a DUI theme. To help generate ideas, Cal NETS' Sheila Sarkar discussed DUI and Debra Marbut, owner of Border Station Parking, encouraged student artists by donating incentives.

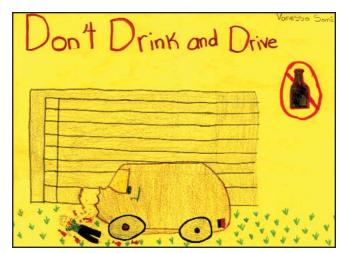
Included here are some of the outstanding results of the student contest.



Artwork by Jazmin Figueroa



Artwork by Denise Rojas



Artwork by Vanessa Sanchez

GRANTEES ON THE MOVE

SEATED FOR SAFETY:

Sean Clarke is thankful that his mother took the time to properly fasten his child safety seat in her Ford Explorer one Friday morning. As Kathy Clarke and her son drove to the local Sears and then a park, her SUV was sideswiped by another vehicle and flipped onto its roof, crushing the windshield and bending the frame toward the passenger seat. Traffic Sgt. Lewis Guay concluded that "if [Sean] wasn't in a car seat he would have been ejected [from the car]" and had he been in the front seat "he probably would have had glass on his face and his body from the windshield breaking"... Sean, scratch-free and standing by his mother's wrecked vehicle wearing his yellow, pint-sized firefighter's jacket and boots, met some of his firefighter heroes responding to the scene and received a Glendale Fire Department teddy bear to match his outfit... Mom got an even better gift: Her son's life...

Normally you would not consider it a "sight for sore eyes" to see your son return home from the hospital with a full-length cast on his left leg, several pins in his ankle and stitches on his head, but for Brenda Eredia that was exactly the case. Her son, eight year-old Jesse Eredia of Riverside, was lucky he was wearing his helmet when he collided with a pickup truck riding his bicycle near his home or his injuries would have been more severe. Said Brenda, "He wouldn't be

alive today except for the helmet he was wearing"...

Speaking of life saving helmets, why is Sutter County throwing theirs away? As part of the Sutter County Traffic Safety Program, damaged bicycle helmets and child safety seats are being discarded for the safety of their residents. Many residents are unaware that both safety devices are designed to withstand only one crash. Earlier this year the program conducted a public demonstration to crush seats and helmets which had been involved in a crash, had been damaged, or had an unknown history... The message is clear: Your child safety seat and bicycle helmet can save a life - but just once. Then it's time to purchase a new one.

EYEING PUPILS:

It glows, it's yellow-green and absorbs energy in one wavelength and immediately remits the energy at a longer wavelength. No, its not a high school science project gone bad, it's the newest traffic signs designed by 3M to allow drivers to detect the color of the signs from a longer distance than conventional traffic signs... Bakersfield School officials are hoping that newly installed 3M signs will catch the eve of local traffic around the Downtown Elementary School. The fluorescent signs installed in the business district of M Street, which bisects the campus, are designed to alert drivers that students are crossing the street. The dangerous

intersection has been the sight of a number of close calls and local officials are taking no chances. Says **Ron Jones**, program specialist for the Kern Superintendent of Schools Share the Road program, "If you look at these signs, they don't blend into the environment. They are significantly different from anything else. That's a good thing, because we need to keep an eye on our pupils"...

Elsewhere in Bakersfield, in response to legendary bicyclist and college instructor Norm Hoffman's fatal collision, in which he was struck down by a vehicle while riding his bicycle last March, residents and city officials have plans to make the streets safer for bicyclists. This fall, city officials along with the Bicycle and Pedestrian Safety Program and bicycle clubs collaborated to install two Share the Road fluorescent vellow-green signs in areas where bicycle riders are prevalent, including the spot where Hoffman was struck... Jones said Hoffman's collision raised awareness for bike safety and the installation of the safety signs symbolizes a positive that can come out of a tragedy...

Bakersfield is not stopping there. This fall, **Jones** and fellow Bakersfield bicyclist **John Lotze** pleaded their case for a plan to reduce risks to bicyclists in front of the Bakersfield City Council. The plan included a list of traffic lights that run green for too short a time to allow some bicyclists to cross intersections safely. They also recommended

the addition of more Share the Road signs and the addition of bike paths and bike access on local roads... The cooperation between bicyclists and city officials already is making a difference and with luck, Bakersfield bicyclists and drivers will ride safely side by side.

NO WALKING ZONE:

According to a state traffic study, El Monte has the dubious honor of ranking as the most dangerous city for pedestrians under the age of 15. Thankfully, help is on the way... The El Monte Police Department's traffic division has created the School **Enforcement Traffic Safety** Program to help reduce gridlock and traffic problems at elementary and middle schools. The program will hire 24 part-time, non-sworn traffic officers to watch for violators around identified campuses. Apparently the schools are bursting at the seams with students and this has caused numerous traffic risks. "The kids have doubled but the land has stayed the same," noted Alan Morier, director of special projects for the Mountain View School District... Among El Monte's most common traffic offenses are excessive speed, seat belt violations, and jaywalking. There's no question that these officers will ease traffic problems and make it safer for kids to walk to school in El Monte.

CALIFORNIA OFFICE OF TRAFFIC SAFETY

February 10-16 National Child Passenger Safety Awareness Week

Contact: NHTSA, 888/327-4236 or www.nhtsa.dot.gov

February 10-12 Traffic Expo 2002

Dallas, Texas

Contact: American Traffic Safety Services Association, 540/368-1701 or www.atssa.com

April 20-24 6th Annual International Child Passenger Safety

Technical Conference Sacramento, California

Contact: Denise Hibbitts, 715/342-5574 or hibbitts@coredcs.com

May 6-9 California Office of Traffic Safety's Annual

Traffic Safety Summit

Anaheim, California

Contact: Janet Lane, 916/262-0990 or www.ots.ca.gov

For events through the remainder of the year, check a complete

calender at www.ots.ca.gov/talk/calender.pdf





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